

## ORDER



**Orders**  
**Order / Rev:** 169161  
**Alt Order #:** 06865519  
**Product Desc:** M-Su week  
**Estimate:** 326 / Sked B  
**Flight Dates:** 10/22/12 - 10/28/12  
**Original Date / Rev:** 10/19/12 / 10/19/12  
**Order Type:** GENERAL

KOB

**Primary AE:** Melissa Palombo  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** Stevens Reed Curcio & Potholm  
**Buying Contact:** Betsy Vonderheid  
**Billing Contact:**  
 201 Union Street Ste. 200  
 Alexandria, VA 22314-3219

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Reform NM Now  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** 99  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 10/25/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	34	\$25,000.00	\$21,250.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$25,000.00	\$21,250.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$25,000.00</b>	<b>\$21,250.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/22/12	10/26/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
EYEWIT NW TDY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$850.00		0.00			
2	All	10/22/12	10/26/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$850.00		0.00			
3	All	10/22/12	10/26/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
EYEWIT-4 MIDDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$400.00		0.00			
4	All	10/22/12	10/26/12	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$400.00		0.00			
5	All	10/22/12	10/26/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
EYEWITNS NEWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					2	\$850.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	All	10/22/12	10/26/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p MTWTF--	:30	5	\$1,100.00	1	0.00	NM	5	\$5,500.00
EYEWTONS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				5	\$1,100.00		0.00			
7	All	10/22/12	10/26/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
EYEWTONS NWS-10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				2	\$1,400.00		0.00			
8	All	10/22/12	10/26/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135pMTWTF-- (10:30 PM-11:30 PM)	:30	5	\$500.00	1	0.00	NM	5	\$2,500.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				5	\$500.00		0.00			
												Totals	34	\$25,000.00
*Tax 1 Note: ABQ 7%.														

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